

3.4 Re-use

- 3.4.1 We will continue to actively encourage, develop and promote re-use initiatives wherever practicable and financially viable. We acknowledge the strengths of the Third Sector in helping to deliver our objectives and that if the market can deal with "waste", costs to the authorities can be reduced. We will continue to support the work of the charitable and not-for-profit sector, in particular those Third Sector organisations which are involved in the Social Enterprises Waste and Recycling Forum (SEWAR) which has been set up by the Waste Prevention team.
- 3.4.2 We acknowledge the role of other sectors in supporting these operations and this continues to be supported through payment of re-use credits.
- 3.4.3 'Freecycle', and other internet-based waste exchange initiatives are an ideal way for local residents to exchange unwanted goods. We will continue to promote this volunteer led project by conducting training sessions on how to register and use this website and by raising the profile of Freecycle.
- 3.4.4 We will continue to promote alternative ways of disposing of unwanted furniture and appliances.
- 3.4.5 We are looking at the option of providing two recycling/re-use centres in Worcestershire. These could accept a full range of materials for recycling and re-use. Where practicable re-use facilities will be provided at all Household Waste Sites.
- 3.4.6 The authorities will investigate ways in which material collected through bulky waste collections can be diverted to re-use organisations and will continue to promote re-use organisations at the point of bookings for bulky items being made.
- 3.4.7 Textiles are collected by third sector agencies, charity shops, bring banks and at Household Waste Sites. The Authorities will not be collecting textiles as part of the Core collection service and therefore wherever possible we will work with the Third Sector to enable them to continue to provide bring banks and kerbside collections of textiles.



"Children should be educated about recycling so it becomes part of their lives"
Wychavon resident.

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The Local Authorities will work with both the Third Sector and contractors to provide routes for goods and materials to be re-used.

3.5 Recycle/Compost

- 3.5.1 Recycling and composting are the gateways to changing attitudes as they enable communities to play their part. They ensure that valuable natural resources are recovered and reduce the demand for virgin materials. The ultimate aim of the Local Authorities is to have a fully integrated collection system that meets the needs of customers and is complementary to the waste treatment and recycling methods used.



- 3.5.2 Our approach is to provide a common core waste collection service with commingled recycling collected from the household and sorted at our EnviroSort Material Reclamation Facility in Worcestershire. Recycling collections will be adapted to suit local priorities and delivered according to need.
- 3.5.3 The commingled recyclate will include glass, paper, card, cartons, cans and plastics. This range of materials will be extended if and when possible in accordance with recycling market demand.
- 3.5.4 We will actively support the market to stimulate demand for additional types of recycled plastics and glass through our procurement of goods.
- 3.5.5 In addition to the core collection service some authorities have introduced chargeable garden waste collections according to identified local customer demand in order to increase the amount of waste recycled and composted. Authorities may choose to operate paid for collections of garden waste where both additional collection and disposal costs will be considered and agreed prior to service implementation. However, the Partnership's preferred approach is to promote home composting.
- 3.5.6 Outside of Wychavon there are no current plans to introduce separate collections of food waste.
- 3.5.7 Treatment processes may separate some of the material left in the residual waste stream so that it can be recycled.
- 3.5.8 We are actively exploring ways of recycling street sweepings.



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The Local Authorities are committed to achieve targets set within this Strategy and have regard to the national targets set out in Waste Strategy for England 2007 for recycling, composting and recovery.

- 3.5.9 With the provision of the EnviroSort facility the authorities will seek to expand recycling services to the commercial sector. In line with Waste Strategy 2007, the Authorities are keen to explore options for encouraging businesses to recycle waste and to introduce chargeable recycling collection services to them wherever possible.
- 3.5.10 Bring recycling sites still have a significant part to play, even where there is substantial kerbside collection. There is certainly a need for these facilities where it is not possible to provide a kerbside collection – for example in remote rural or hard to reach urban areas. Bring recycling sites may also offer the best opportunity for collecting other materials not collected through kerbside schemes e.g. textiles.
- 3.5.11 We acknowledge the role of other sectors in supporting these operations and this continues to be supported through payment of recycling credits.
- 3.5.12 The authorities will work to have standardised products collected through bring recycling sites and will look at the option of contracts covering wider areas.



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The Local Authorities will continue to provide and enhance bring recycling sites, where considered beneficial, and to supplement kerbside collection schemes and facilities provided at Household Waste Sites.

- 3.5.14 To emphasise the recycling aspect at all Household Waste Sites, they will all be re-branded as **Household Recycling Centres**.
- 3.5.15 Household recycling centres play a significant role in diverting waste away from landfill for recycling and composting and are a key interface with the public. They provide a local facility where the public can recycle a wide range of materials.
- 3.5.16 Household recycling centres will continue to provide facilities for residents to dispose of garden waste for composting and a place where they are also able to buy back the composted material as soil conditioner.



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The Waste Disposal Authorities, in conjunction with their partners, will maximise the potential of Household Recycling Centres to make sure that they provide a quality service and enable maximum recycling/re-use wherever possible.

- 3.5.17 Our Re-use, Recycling and Composting Targets are:

Target 3

To work towards achieving national recycling/composting levels of household waste of 45% by 31st March 2015 and 50% by 31st March 2020.

Achieving the Target:

The aim of the target is to achieve the minimum recycling and composting levels that the Government has set in Waste Strategy for England 2007. The Authorities have committed and will continue to commit funding and set their fees and charges in order to reach the targets through a combination of approaches including promotion, communication, collection and treatment processes

The Partnership has set a target of 43% recycling/composting before 31st March 2014. As new collection and treatment methods are introduced, the Partnership will review its ability to exceed this target in line with the 2015 national target of 45%

Target 4

To continue to meet the requirements of the Household Waste Recycling Act 2003.

Achieving the Target:

The aim of the target is to meet the requirements of the Household Waste Recycling Act 2003, which requires all Local Authorities in England to provide a kerbside collection of at least 2 recyclable materials from all households by 31st December 2010 unless the cost of doing so would be unreasonably high or comparable alternative arrangements are available. This is an essential part of the overall Strategy to achieve Government targets and diversion from landfill.

*"There are no recycling facilities at the flats where I live"
Redditch resident.*

3.6 Recovery

- 3.6.1 We live in a changing world, with new technologies emerging that should deliver more sustainable waste management solutions. The Partnership needs to ensure that this Strategy is flexible so that we can take advantage of these new technologies, as well as established and proven technologies, thereby enabling us to meet the challenging targets for the future.
- 3.6.2 The residual options appraisal (Annex D) examines a range of options for the introduction of residual waste treatment capacity for Herefordshire and Worcestershire. These strategic options were appraised against a number of environmental, social and economic criteria in order to identify the option(s) that perform best overall. The Partnership has examined these options and the conclusions of the appraisal and agrees that they should inform the decision on any application for planning permission for a waste treatment solution for Herefordshire and Worcestershire. The appraisal will be reviewed in the light of any decisions on the waste treatment solution for Herefordshire and Worcestershire.
- 3.6.3 Recovering value from waste includes recycling, composting and treatment methods which produce a useful by-product, such as energy.
- 3.6.4 Through the consultation, an overwhelming majority of people felt that any left over waste which cannot be recycled, composted or re-used should be used as fuel to produce energy such as electricity. Minimising the impact on the environment was highlighted as the most important consideration in deciding what to do with left over waste.

"People need more information about the options for treatment that recovers value, such as energy, from waste"
Herefordshire resident.



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Waste management methods will promote sustainable waste management by considering and balancing environmental, social and economic impacts. Both established and emerging technologies will be considered to enable a flexible approach to the waste treatment methods that will be adopted.

- 3.6.5 Our Recovery Target is:

Target 5

By 2015 or earlier if practicable, we will recover value from a minimum of 78% of municipal waste.

Achieving the Target:

The aim of this target is to achieve the Best Practicable Environmental Option (BPEO) for Herefordshire and Worcestershire that was identified in July 2003 through a portfolio of treatment options- i.e. a minimum of 33% of municipal waste to be recycled and/or composted, a maximum of 22% landfilled and the remainder for energy recovery. Whilst recognising that the BPEO is no longer part of planning guidance, it remains as an adopted policy within Herefordshire and Worcestershire.



3.7 Disposal

- 3.7.1 It has long been recognised within the two counties, that reliance on landfill is not a long term, sustainable option and our principle is to reduce use of landfill as much as we can. However landfill will continue to play a part in the way waste is managed within Herefordshire and Worcestershire as landfill is the only suitable disposal route for certain waste streams and process residues. Whatever other treatment methods are used, the Partnership will aim to recycle and recover the maximum amounts possible and reduce reliance upon landfill in line with the BPEO target.



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The Local Authorities will increase recovery and diversion of biodegradable waste away from landfill in line with the EU Landfill Directive to ensure we achieve, as a minimum, the requirements of the Landfill Allowance Trading Scheme.

- 3.7.2 Our Disposal Target is:

Target 6

To reduce the amount of biodegradable municipal waste landfilled in order to meet the yearly allowances set by Government under the Landfill Allowance Trading Scheme. In particular in target years as below:

102,684 tonnes during April 2012 to March 2013
71,851 tonnes during April 2019 to March 2020

The trading scheme will be used to buy and sell allowances where this is appropriate.

Achieving the Target:

The aim of the target is to ensure that the Authorities meet the requirements of the Landfill Directive, which requires that the amount of bio-degradable waste that is sent to landfill is reduced. The introduction of the Core collection service waste prevention and the new residual waste treatment processes will enable these targets to be met.



3.8 Awareness Raising

- 3.8.1 Building on past success the Partnership will continue to raise awareness of waste issues with Elected Members and our communities. We also need to continue to effect behavioural change through delivery of the Core collection service. Raising awareness of the efficiency of our services is also an important part of our promotional activities.
- 3.8.2 Whilst it is important that there is collaboration and joint working to share good practice and be more cost effective, it is also important that the Local Authorities continue to develop their own initiatives and publicity programmes to accommodate local needs.
- 3.8.3 The Partnership recognises the importance of continuing to build on good media relationships to ensure that opportunities for awareness raising and publicity are used to maximum effect wherever possible.



- 3.8.4 The development and promotion of web sites and consistent use of web based material and enquiry portals also offer an important way of raising awareness, providing information and dealing with customer enquiries.
- 3.8.5 The next generation will be living with the effects of Climate Change and it is important to influence their behaviour now. Schools through their work with young people and the wider community have a vital role working towards a more sustainable future, both in educating the young people themselves and through their parents and the wider family. The Partnership will continue to provide recyclable collections to schools and increase the amount of schools that have a recycling collection wherever practicable.

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The Local Authorities will continue to work together on waste prevention, re-use and recycling schemes and raise awareness of the links between these and Climate Change.

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The Local Authorities will continue to raise awareness of resource management issues and link with national campaigns and promotions where appropriate to achieve maximum impact and results.

3.9 Partnerships

- 3.9.1 Joint working between local authorities is becoming increasingly important as a means of delivering quality services to residents and meeting the UK's Landfill Directive obligations at affordable cost. This approach is particularly important in two-tier areas, where responsibilities for waste collection and waste disposal are split between different authorities. As new, more sustainable ways of managing waste are introduced, it is becoming increasingly important to integrate collection and disposal which also brings the potential to generate efficiencies.

"If people knew what happened to recyclables then they are likely to recycle more"
Malvern Hills resident.



- 3.9.2 In Herefordshire and Worcestershire, the local authorities have adopted a partnership approach to joint working through the Joint Member Waste Resource Management Forum and the Joint Officer Waste Resource Management Forum, which work very successfully and have developed this Strategy. The Member Forum will continue to consider future governance arrangements as new guidance is produced and any changes in legislation are announced. Delivery of the Strategy will require that the authorities continue to work together in order to meet objectives in the most effective, efficient and economic way.
- 3.9.3 The Third Sector, voluntary and community groups have a valuable role to play and can be innovative and bring a fresh perspective to waste management issues. The expertise and experience that some of these groups have in collecting and re-using materials and in education and awareness raising will have an important part to play in delivering the Strategy.



"A charge for collection of garden waste would encourage people to compost at home"
Herefordshire resident.

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Re-use and recycling of waste materials by the commercial, voluntary and community sector will be actively encouraged and in appropriate circumstances supported and facilitated including through the use of partnership working.

3.10 Planning and Economic Opportunities

- 3.10.1 The economics of waste is changing. As the landfill tax increases, other waste treatment options become more cost effective for both local authorities and their partners, businesses, schools and any organisation that produces or handles waste. As new markets develop we will look to adopt alternative ways of dealing with waste which are more sustainable and cost effective.
- 3.10.2 Opportunities for more sustainable waste management, such as through the installation of food waste disposal units and provision of compost bins, will be explored through the local planning process for new housing developments wherever possible.

Policy 21

Opportunities for more sustainable waste management will be actively sought in all new developments as part of the planning process. Where necessary representations to Government will be made through the appropriate channels to seek amendments to planning legislation to support this and the other aims of this Strategy.

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The Strategy will be aligned with key spatial and planning policies as they develop to ensure they are mutually supportive.

3.11 Transport

- 3.11.1 Efficient use of transport is a key factor in developing and implementing a sustainable waste management strategy. Currently, wherever practicable and cost effective, the transportation of waste and recycled materials is minimised through provision of local sites and by compacting materials. In the short to medium term, waste may need to be transported to national facilities in order to ensure that we meet the requirements of the Landfill Directive.
- 3.11.2 Adoption of a carbon footprint approach to transport where 'waste miles' are measured will support the decision making process for the provision of the core and local services.



Policy 23

The Local Authorities will design and operate collection, transfer, associated transport and treatment systems to minimise the overall carbon emissions (including "waste miles") arising from these elements of waste management activities and measured through target 1 of the Strategy.

3.12 Other Waste Streams

- 3.12.1 The authorities have a duty to collect certain other materials such as clinical waste and street sweepings. The Action Plan for these waste streams will be included in Annex I.

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Individual policies will be prepared for specific waste streams where this is considered the best approach to preventing, re-using, recycling and recovering value from waste arising in these streams.



Managing waste for a brighter future



**The Joint Municipal Waste Management Strategy
for Herefordshire and Worcestershire 2004 - 2034
First review August 2011**